

# Winston-Salem Open: Session 4 - Rd. 1 Singles, Rd. 1 Doubles

DATE: Monday, August 18, 2025  
LOCATION: Winston-Salem, North Carolina, US

---

## Event Description

Winston-Salem Open: Session 4 - Rd. 1 Singles, Rd. 1 Doubles is a premier sports event in Winston-Salem. This event attracts visitors from around the world and significantly impacts local hotel demand, creating opportunities for strategic revenue management and guest experience optimization.

## Key Information

**Category:** sports  
**Importance Rank:** 47/100  
**Expected Attendance:** 718 people  
**Event ID:** 3hhMTwEWyFUHhX2hhg

## Hotel Demand Indicators

**ADR Impact Index:** 5.5x baseline (varies by property tier & location)  
**Occupancy Impact:** +60 percentage points over baseline  
**Booking Lead Time:** Demand begins 30 days before event  
**Impact Radius:** 15km from venue  
**Estimated Room Nights:** 287 across all properties

*Note: Actual impact varies by property location, star rating, and local market conditions.*

---